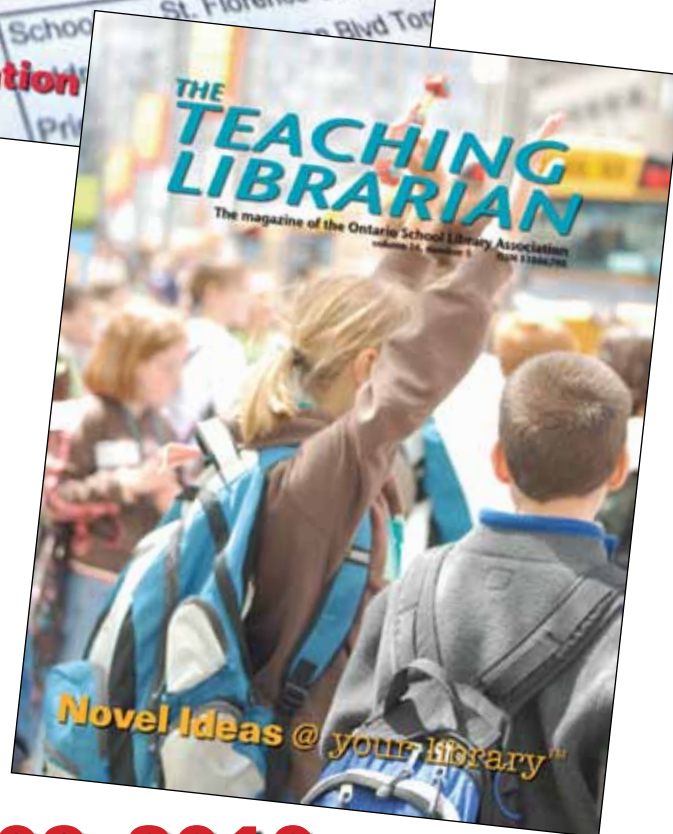
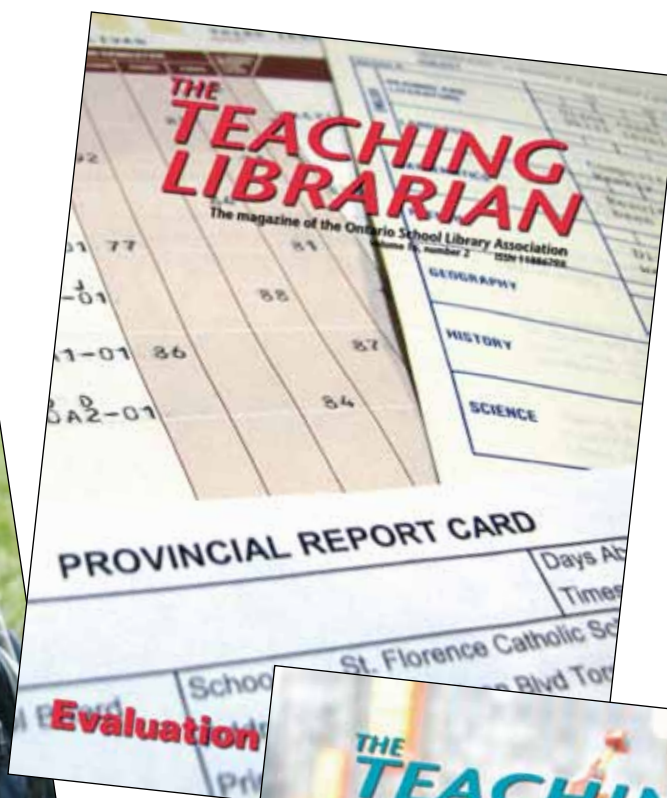


# THE TEACHING LIBRARIAN

The magazine of the Ontario School Library Association



**Media Kit 2009-2010**

# Editorial

## Editorial Focus

*The Teaching Librarian* is published three times per school year for members of the Ontario School Library Association and subscribers to support its members in providing significant and effective library programs and services in the schools of Ontario. *The Teaching Librarian* promotes library curriculum program and development that will further the objectives set out for students by the province, school boards, administrators, teachers and parents. It fosters more effective partnering with teachers and administrators, and provides a forum in which teacher-librarians can share experience and expertise.

This is Canada's largest school library audience.

## Audience/Circulation

Circulation: 2,900 copies per issue – three times per school year

OSLA Membership	2,219 (as of October 15, 2008)
TL Subscribers	112
Archival Copies	25
Membership Development	150
Journal Authors and Recognition of Contribution	50
Copies held to be sold as sets of back-issues	100
Copies distributed at Librarianship Courses (University of Toronto, Brock, York, Queen's and others)	250

**Note:** *The Teaching Librarian* is available by subscription outside of Ontario for just \$20.

## Calendar

The Editorial Committee of *The Teaching Librarian* is very committed to getting *The Teaching Librarian* out to members and subscribers in a timely manner.

Issue	Date	Theme
Volume 17, number 1	September 15, 2009	Collaboration @ your library™
Volume 17, number 2	January 15, 2010	Freedom @ your library™
Volume 17, number 3	May 15, 2010	Celebrate @ your library™
Volume 18, number 1	September 15, 2010	What Works @ your library™
Volume 18, number 2	January 15, 2011	Listening and Speaking @ your library™
Volume 18, number 3	May 15, 2011	Heritage @ your library™

## Back Issues of *The Teaching Librarian*

Advertisers interested in placing an ad in *The Teaching Librarian* may request a back-issue for review. Please contact:

Jefferson Gilbert, Principal  
Gap.Point.Reach. Inc [Non-Profit Leadership]  
Tel: (416) 699-1938  
FAX: (416) 699-1937  
info@gappointreach.com

# Advertising Programs

## The TL Platinum Program

The Platinum Program is available to three companies only. Availability is on a first-come, first-served basis. The Platinum Program is open to OLA Associate Members only.

### Platinum service includes:

3 full-page, full-colour advertisements, with bleed and guaranteed placement in each of the following positions:

- ◆ Inside Front Cover
- ◆ Inside Back Cover
- ◆ Outside Back Cover

Companies may change their artwork if they wish, or may use the same.

Another benefit of the Platinum Program is the ability to purchase up to two additional pages of advertisements per issue at 50% off the published member advertising rates.

**Pricing:** \$3,000 plus GST for a three issue deal.  
This is a \$1,700 plus savings on the published rates.

**Note:** a 50% deposit of the total package is due on signature of the TL Advertising agreement. The balance will be billed in two installments following the first issue published and the third and final issue published.

## The TL Gold Program

The Gold Program is available to four companies only. Availability is on a first-come, first-served basis. The Gold Program is open to OLA Associate Members only.

### Gold service includes:

3 full-page, black and white advertisements, with bleed and guaranteed placement in each of the following positions:

- ◆ Opposite Inside Front Cover
- ◆ Opposite Table of Contents
- ◆ Middle Spread – right facing
- ◆ Middle Spread – left facing

Companies may change their artwork if they wish, or may use the same. The price below is based on using the same artwork. If you wish to change the artwork – please add \$100 per changed advertisement to the price below.

Another benefit of the Gold Program is the ability to purchase up to two additional pages of advertisements per issue at 30% off the published member advertising rates.

**Pricing:** \$2,000 plus GST for a three issue deal.  
This is a \$800 plus savings on the published rates.

**Note:** a 50% deposit of the total package is due on signature of the TL Advertising agreement. The balance will be billed in two installments following the first issue published and the third and final issue published.

### To Reserve Space in The Teaching Librarian

Gap.Point.Reach.Inc  
2006 Queen Street East, Unit 7  
Tel: (416) 699-1938  
FAX: (416) 699-1937

Jefferson Gilbert, CAE, MBA  
info@gappointreach.com

# Advertising Rates

ADS:	Three Issues	Two Issues	One Issue
<b>Black &amp; White</b> (no bleeds)			
Full Page 7" W × 9½" H	\$749.00	\$779.00	\$799.00
⅔ Vertical 4⅝" W × 9½" H	\$599.00	\$619.00	\$649.00
½ Island 4⅝" W × 7" H ½ Horizontal 7" W × 4⅝" H	\$449.00	\$479.00	\$499.00
⅓ Horizontal 7" W × 3" H ⅓ Vertical 2⅞" W × 9½" H	\$584.00	\$616.00	\$649.00
¼ Vertical 3⅞" W × 4⅝" H ¼ Banner 7" W × 2⅞" H	\$209.00	\$229.00	\$249.00

Additional Options		
<b>Cover and Premium Positions</b> (if available see Platinum Program)		
Inside Front Cover \$200.00	Inside Back Cover \$200.00	Outside Back Cover \$300.00
Insert must be provided by company; maximum of eight pages \$750.00 plus possible incremental cost for additional postage		
Colour Rates		
Four Colour \$200.00	Matched Colour \$350.00	Bleed ⅛" \$100.00

## Publishing Schedule (subject to change)

Issue	Date Published	Reservation	Materials Due
Vol. 17, no. 1	September 15, 2009	August 1, 2009	August 15, 2009
Vol. 17, no. 2	January 15, 2009	December 1, 2009	December 15, 2009
Vol. 17, no. 3	May 15, 2010	March 25, 2010	April 15, 2010
Vol. 18, no. 1	September 15, 2010	August 1, 2010	August 15, 2010
Vol. 18, no. 2	January 15, 2010	December 1, 2010	December 15, 2010
Vol. 18, no. 3	May 15, 2011	March 25, 2011	April 15, 2011

**Non OLA Associate Members should add 25% to rate.**

**Payment:** All rates are net; no cash or agency discount allowed. We will invoice advertisers shortly after the publication issue date.

Rates are quoted in Canadian dollars.

## Preparing and submitting ad materials for *The Teaching Librarian*

Options for submitting materials:

**Email** a press-ready PDF to info@gappointreach.com. All fonts and high-resolution images must be embedded.

**Mail** a press-ready PDF on CD to shipping address noted above.

**Upload** press-ready PDF to OLA's FTP site. For instructions email info@gappointreach.com.

**Mark all CDs and name all files with advertiser's name and publication name.**

OLA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.

**Trim size:** 8⅜"W × 10⅞"H

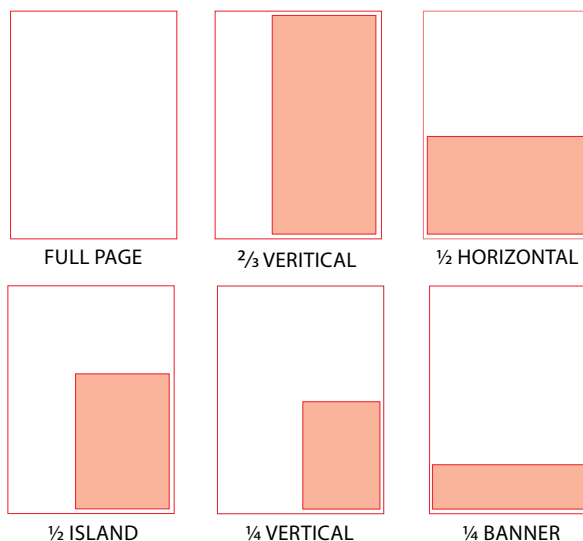
**Bleed Size:** 8⅝"W × 11⅞"H

**Printing:** Offset

**Line Screens:** Black & white and four colour: 133

**Fonts:** Type 1 Adobe, must be outlined

**Colour:** CMYK



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